C1750-1

TVB at quarter-century mark:
Poised for even bigger business future

Broadcasting Nov 12

The newsweekly of broadcasting and allied arts

Our 49th Year 1979

STARSKY & HARRIET

To put it another way, if you want women 18-49,
you want Starsky & Hutch.

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DIST. BY COLUMBIA PICTURES TELEVISION

2081 EDITOR EN 2/21 PNB JAN/80
5181 WISCONSIN AVE
WASHINGTON DC 20014

The Week in Brief

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STAYING IN HIGH GEAR ☐ There are neither rocking chairs nor gardens in the plans of 64-year-old Bill Hesse when he leaves his AAAA vice presidency at the end of the year. Rather, he will immediately switch over to the chairmanship of Fahlgren & Ferriss to implement expansion for that agency in New York and Washington. **PAGE 105.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $40, two years $75, three years $105. Canadian and other international subscriptions add $12 per year, U.S. and possessions add $140 yearly for special delivery, $90 for first class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $42.50. *Cable Sourcebook* $20. *Across the Dial-Around the Channels* $3.95, prepaid only. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year, $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $35).

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for Static Guard begins Dec. 10 in 10 markets including New York and Boston. Spots will run during fringe times. Agency: Draper Daniels, Chicago. Target: women, 18-49.

Knirps □ Two-week campaign for umbrellas begins Dec. 10 in about 15 markets including New York and Chicago. Spots will run during day, fringe and prime times. Agency: Kelly Scott & Madison, Chicago. Target: total adults.

Whirlpool □ One-week campaign for microwave ovens begins Nov. 14 in 34 markets with spots in news and prime times. Agency: D'Arcy MacManus & Masius, Bloomfield Hills, Mich. Target: women, 18-49.

RADIO ONLY

Superior Fast Freight □ Fifty-two-week campaign for freight forwarding service begins Jan. 1 in Los Angeles, Seattle, Phoenix, Portland and Eugene, both Oregon, Seattle and Spokane, Wash. Spots are placed primarily during morning and afternoon drive times. Agency: Spectrum Advertising, Seattle. Target: men, 25-49.

Pacific Gas & Electric □ Six-week campaign for energy conservation begins today (Nov. 12) in eight California markets. Campaign will stress "Get ready for Winter" energy conservation program. Spots will run during morning and afternoon drive times. Agency: Media Investment Services, San Francisco. Target: adults, 25-54.

Caves Alianca □ Four-week campaign for Alianca wine begins Nov. 26 in four markets including Philadelphia. Spots will run during morning and afternoon drive times plus Saturday afternoon. Agency: Marvin H. Frank, Chicago. Target: adults, 18-49.

Dannon □ Four-week campaign for yogurt begins in January in about 30 markets including Atlanta, Dallas/Fort Worth, Nashville, St. Louis, Indianapolis and Baltimore. Agency: Marsteller, New York. Target: adults, 18-49.

Keyes Fibre □ Three-week campaign for Chinet paper plates begins Dec. 3 in 12 markets including New York. Spots will be running in all dayparts. Agency: American Media Consultants, Los Angeles. Target: women, 18-34.

Weisfield's □ Two-week campaign for jewelry starts Nov. 28 in 31 markets in California, Oregon, Washington, Arizona and Nevada. Agency: Cole & Weber, Seattle. Target: adults, 18-24.

Celanese Corp. □ Two-week campaign for supersuede fabric begins Nov. 26 in about eight markets including Boston and Philadelphia. Agency: Doyle Dane Bernbach, New York. Target: women, 25-54.

Dubuque Packing Co. □ One-week Thanksgiving promotion for various meat products begins today (Nov. 12) in 40 markets. Agency: Campbell-Mithun, Chicago. Target: women, 25-54.

Prime Time Publications □ One-week campaign for new *Prime Time* magazine begins Dec. 4 in Los Angeles, Washington, Chicago and New York. Agency: Drossman, Yustein, Cloves, New York. Target: adults, 35-64.

Fall increase. Investments in network television in September climbed by 18.3% to $405,380,600, according to Broadcast Advertisers Reports figures released last week by the Television Bureau of Advertising.

For the first nine months of the year, the figures show that network TV expenditures rose by 13.7% to $3,197,370,100. ABC-TV was in the kingpin position for the period with $1,160,612,100, followed by CBS-TV, $1,058,656,700 and NBC-TV, $978,101,300.

	September			January-September		
	1978	1979	% change	1978	1979	% change
Daytime	$119,485,200	$140,581,600	+17.7	$968,147,600	$1,087,545,500	+12.3
Mon.-Fri.	69,974,000	76,489,500	+ 9.3	664,626,100	726,441,500	+ 9.3
Sat.-Sun.	49,511,200	64,092,100	+29.4	303,521,500	361,104,000	+19.0
Nighttime	223,049,100	264,799,000	+18.7	1,844,609,700	2,109,824,600	+14.4
Total	$342,534,300	$405,380,600	+18.3	$2,812,757,300	$3,197,370,100	+13.7

	ABC	CBS	NBC	Total
January	$118,635,300	$113,706,300	$127,111,300*	$359,452,900*
February	131,387,400	118,562,200*	103,456,700	353,416,300*
March	138,522,600	118,101,100*	113,657,600	370,281,300*
April	143,151,700	127,959,800	114,959,300	386,070,800
May	146,483,100	133,350,900	118,907,200	398,741,200
June	116,572,300*	108,053,600	99,193,000	323,818,900*
July	104,002,000*	101,583,300	90,992,000*	296,577,300*
August	110,302,400*	102,620,500*	90,707,900	303,630,800*
September	151,545,300	134,719,000	119,116,300	405,380,600
Year-to-date	$1,160,612,100	$1,058,656,700	$978,101,300	$3,197,370,100

*Revised

"GRIZZLY ADAMS" SOLD MARKETS

KHJ-TV	Los Angeles
WGN-TV	Chicago
CBET	Detroit
WXNE-TV	Boston
KTVT	Dallas-Fort Worth
WPGH-TV	Pittsburgh
KHTV	Houston
WANX-TV	Atlanta
KMSP-TV	Minneapolis-St. Paul
WTVT	Tampa-St. Petersburg
KCRA-TV	Sacramento-Stockton
KWGN	Denver
WVTV	Milwaukee
KATU	Portland, Or.
WSM-TV	Nashville
KTVK-TV	Phoenix-Flagstaff
WFBC-TV	Greenville-Spart-Asheville
WBTV	Charlotte
XETV	San Diego
WOTV	Grand Rapids-K'mazoo-B. Creek
WOFL	Orlando-Daytona Beach
WYAH-TV	Norfolk-P'mouth-N. News
KUTV	Salt Lake City
KARK	Little Rock
WNEM-TV	Flint-S'naw-B. City
WUHF	Rochester
WICS-TV	Champaign & S'fld-Decatur
WOC-TV	Davenport-R. Island-Moline
KREM-TV	Spokane
WCSH	Portland-Poland Spring
WJHL-TV	Tri-Cities (Tn-Va)
WFFT-TV	Fort Wayne
KELO-TV	Sioux Falls
WHYN-TV	Springfield, Mass.
KVIA-TV	El Paso
KVII-TV	Amarillo
WCBD-TV	Charleston, S.C.
KVAL	Eugene
KTVB	Boise
KCRL-TV	Reno
KFYR-TV	Minot-B'marck-Dickinson
KTSB	Topeka
KPWR-TV	Bakersfield
KEVN-TV	Rapid City
KULR	Billings
KMTV	Twin Falls
KIMO-TV	Anchorage

Broadcasting Nov 12
Vol. 97 No. 20

TOP OF THE WEEK

Network races tighten up

Since Sept. 17, when all three television networks began competing with new programs, ABC-TV has managed to maintain its position as the number-one network. Holding to an average rating of 19.8 for the seven-week season, the top network is remaining ahead of number-two NBC-TV by 1.4 rating points and is outdistancing number-three CBS-TV by 2.1.

Through Nov. 4, however, CBS has managed to place six of the top-10 regular series while—in marked contrast to the results at the end of October 1978—ABC has three shows among the leading series. NBC has one.

At the same point last season, ABC boasted eight of the top-10 series. The other networks had one each.

These figures have been supplied by CBS, and ABC—which began its season a week earlier than the others—has slightly different numbers for this year's competition. According to ABC's eight-week compilation, it leads with 19.9 rating versus NBC's 18.0 and CBS's 17.8.

But both sets of figures suggest a considerably closer network contest this year than last. Through October of last season ABC had a 20.5 rating, NBC a 19.5 and CBS trailed with a 17.3.

While CBS can take pride in the performances of its regular shows thus far, the network must also claim the bulk of the season's losers. It has six of the bottom-10 programs as well. ABC can claim that distinction for three of its programs. NBC's sole entry at the bottom is its *Prime Time Sunday* magazine.

Eight of the bottom programs have been canceled or removed with only ABC's *Detective School* (66th) and *Prime Time* (64th) still holding slots in network schedules.

Among the new programs this year, CBS's *Trapper John, M.D.* (15th) ranks the highest. That network's new *Archie Bunker's Place* ranks 16th for the season-

PRIME TIME'S SEASON TO DATE □ SERIES PROGRAMING SEPT. 17-NOV. 4

RANK	PROGRAM (NETWORK)	RATING	SHARE
1.	*60 Minutes* (CBS)	26.5	44
2.	*Three's Company* (ABC)	25.8	40
3.	*M*A*S*H* (CBS)	25.5	38
4.	*Alice* (CBS)	24.8	37
5.	*One Day at a Time* (CBS)	24.3	36
6.	*Eight Is Enough* (ABC)	24.2	40
7.	*Little House on the Prairie* (NBC)	24.2	38
8.	*Charlie's Angels* (ABC)	23.9	37
9.	*The Jeffersons* (CBS)	23.6	36
10.	*Dallas* (CBS)	22.7	39
11.	*WKRP in Cincinnati* (CBS)	22.7	34
12.	*CHiPs* (NBC)	22.4	42
13.	*Barney Miller* (ABC)	21.7	35
14.	*Mork & Mindy* (ABC)	21.7	34
15.	*Trapper John, M.D.** (CBS)	21.6	38
16.	*Archie Bunker's Place** (CBS)	21.6	33
17.	*ABC Sunday Night Movie* (ABC)	21.3	34
18.	*Dukes of Hazzard* (CBS)	21.1	36
19.	*NBC Monday Night Movie* (NBC)	21.1	34
20.	*Happy Days* (ABC)	21.0	35
21.	*Angie* (ABC)	21.0	33
22.	*Benson** (ABC)	20.9	34
23.	*Taxi* (ABC)	20.9	33
24.	*Soap* (ABC)	20.6	33
25.	*Vega$* (ABC)	20.4	35
26.	*Diff'rent Strokes* (NBC)	20.0	35
27.	*Love Boat* (ABC)	19.8	35
28.	*Laverne & Shirley* (ABC)	19.8	33
29.	*Quincy, M.E.* (NBC)	19.8	32
30.	*Hart to Hart** (ABC)	19.0	35
31.	*Big Event* (NBC)	19.0	29
32.	*Real People* (NBC)	18.8	30
33.	*Misadventures of Sheriff Lobo** (NBC)	18.6	30
34.	*BJ & the Bear* (NBC)	18.4	33
35.	*NFL Monday Night Football* (ABC)	18.4	31
36.	*CBS Tuesday Night Movie* (CBS)	18.3	30
37.	*Lou Grant* (CBS)	18.1	30
38.	*Barnaby Jones* (CBS)	18.0	31
39.	*Fantasy Island* (ABC)	17.8	32
40.	*The Waltons* (CBS)	17.7	29
41.	*Rockford Files* (NBC)	17.6	30
42.	*NBC Tuesday Night Movie* (NBC)	17.6	29
43.	*Best of Saturday Night Live** (NBC)	17.4	30
44.	*20/20* (ABC)	17.4	30
45.	*Buck Rogers in the 25th Century** (NBC)	17.4	28
46.	*Hello, Larry* (NBC)	16.9	28
47.	*Incredible Hulk* (CBS)	16.8	30
48.	*Disney's Wonderful World* (NBC)	16.6	27
49.	*Hawaii Five-O* (CBS)	16.5	27
50.	*NBC Wednesday Night Movie* (NBC)	16.5	27
51.	*A Man Called Sloane** (NBC)	16.4	31
52.	*The Associates** (ABC)	16.4	25
53.	*White Shadow* (CBS)	16.2	25
54.	*Kate Loves a Mystery** (NBC)	16.0	28
55.	*CBS Wednesday Night Movie* (CBS)	15.8	25
56.	*ABC Friday Night Movie* (ABC)	15.6	27
57.	*Shirley** (NBC)	15.3	27
58.	*240-Robert** (ABC)	15.2	24
59.	*California Fever** (CBS)	14.5	23
60.	*The Ropers* (ABC)	14.2	27
61.	*Eischied** (NBC)	14.1	24
62.	*Lazarus Syndrome** (ABC)	13.7	23
63.	*Salvage-1* (ABC)	13.1	21
64.	*Prime Time Sunday** (NBC)	12.5	22
65.	*Last Resort** (CBS)	12.4	20
66.	*Detective School** (ABC)	12.2	23
67.	*Paris** (CBS)	11.2	22
68.	*Struck by Lightning** (CBS)	10.7	17
69.	*Out of the Blue** (ABC)	10.3	18
70.	*Bad News Bears* (CBS)	9.9	18
71.	*New Kind of Family** (ABC)	9.8	17
72.	*Working Stiffs** (CBS)	8.3	16
73.	*Big Shamus, Little Shamus** (CBS)	8.2	15

□

*New program.

Only one regular series, CBS-TV's *Working Stiffs*, has been officially canceled this season. Several shows have been pulled from network line-ups, however, with suggestions that they may return. On ABC-TV those programs are: *The Associates, Lazarus Syndrome, Out of the Blue* and *A New Kind of Family*. On CBS-TV programs in limbo are: *Last Resort, Paris, Struck by Lightning, Bad News Bears* and *Big Shamus, Little Shamus*. NBC-TV has pulled none of its programs. Compiled by CBS research department from A.C. Nielsen data.

to-date. *Benson* (22d) ranks as ABC's highest rated new program. NBC's is *Misadventures of Sheriff Lobo* at 33d rank.

Among returning series, there has been a considerable fall-off for many of the ABC programs that carried that network to its rating dominance last year. Although *Three's Company* (second), *Eight Is Enough* (sixth) and *Charlie's Angels* (eighth) have remained in their customary top-10 positions, other network stalwarts such as *Barney Miller* (13th), *Mork & Mindy* (14th), *Happy Days* (20th), *Taxi* (23d) and *Laverne & Shirley* (28th) have dropped out of that exclusive club.

CBS has done well with its long-dominant Sunday night line-up, which is headed by the number-one program of the season, *60 Minutes*. Its other Sunday programs among the top-10 are *Alice* (fourth), *One Day at a Time* (fifth) and *The Jeffersons* (ninth). CBS's performance has also been boosted by the continuing strong showing of *M*A*S*H* (third) and the number-10 show, *Dallas*. Of all returning programs on any network, *Dallas's* improvement over last season is the greatest. (At this time last year, it ranked 59th.)

NBC's *Little House on the Prairie* remains as that network's only top-10 show—as it was last year—but the network's over-all improvement can best be seen toward the bottom of the scale. In sharp contrast to last season when seven NBC shows were among the bottom-20 programs, thus far this season it has four—*Kate Loves a Mystery* (54th), *Shirley* (57th), *Eischied* (61st) and *Prime Time* (64th).

TELEVISION ADVERTISING: THE WAY THINGS WERE, AND MAY BE

Total ad volume and television ad volume from 1960 to 1978 (actual) with projections through 1990

	Ad volume		TV ad volume		
	$Millions	% Change	$Millions	% Change	% of Ad Volume
1990	148,000		40,000		27.0
1985	89,380	+10.0	21,645	+12.5	24.2
1984	81,260	+10.0	19,210	+12.5	23.6
1983	73,870	+10.0	17,070	+12.5	23.1
1982	67,160	+13.0	15,170	+18.0	22.6
1981	61,050	+13.0	13,490	+18.0	22.1
1980	55,500	+13.0	12,015	+18.0	21.6
1979	49,130	+12.0	10,180	+13.0	20.7
1978	43,840	+15.0	8,979	+18.0	20.5
1977	38,120	+13.0	7,612	+13.3	20.0
1976	33,720	+19.4	6,721	+27.7	19.9
1975	28,230	+ 5.6	5,263	+ 8.5	18.6
1974	26,730	+ 6.4	4,851	+ 8.8	18.1
1973	25,120	+ 7.8	4,460	+ 9.0	17.8
1972	23,300	+12.3	4,091	+15.8	17.6
1971	20,740	+ 6.1	3,534	- 1.7	17.0
1970	19,550	+ 0.7	3,596	+ 0.3	18.4
1969	19,420	+ 7.4	3,585	+11.0	18.5
1968	18,090	+ 7.2	3,231	+11.1	17.9
1967	16,870	+ 1.4	2,909	+ 3.0	17.2
1966	16,630	+ 9.0	2,823	+12.2	17.0
1965	15,250	+ 1.8	2,515	+ 9.9	16.5
1964	14,150	+ 8.0	2,289	+12.6	16.2
1963	13,100	+ 5.4	2,032	+ 7.1	15.5
1962	12,430	+ 4.8	1,897	+12.2	15.3
1961	11,860	- 0.8	1,691	+ 3.9	14.3
1960	11,960	+ 6.1	1,627	+ 6.4	13.6

BY 1979 standards, television in 1954 was a pygmy. Billings were a little over $800 million, an exciting figure in those days but less than 8% of the almost $10.2 billion projected for this year. That growth has been the product of many factors, most important the inherent vitality and sales effectiveness of television itself, strengthened by far-reaching advances in the arts and technologies of programing and selling. But a considerable share of the credit unquestionably also goes to the Television Bureau of Advertising, currently celebrating the 25th anniversary of its founding.

TVB's contribution is not measurable in dollars of billings. Nor may it even be said that television would have failed to become a dominant advertising vehicle if the TVB had never existed. Indeed, when TVB went into business, television had already become—although just barely—the leading national advertising medium. But certainly the TVB, representing all elements of the television broadcasting business, has been a prime force in television's climb to the heights.

But where does television go from here? Having passed the $10-billion mark, and facing imponderables that range from the effects of a recessive economy to the consequences of a multitude of emerging and yet-to-come technologies, will television broadcasting as it is known in 1979 be able to continue its upward pace, or will it be transformed into something else, its growth stifled or stunted?

To TVB—whose past projections have tended to prove conservative—television's future remains almost unfailingly bright. "The opportunities are still unlimited," the bureau says in a report to be distributed at the silver anniversary meeting of its members this week in Atlanta. A measure of that confidence is reflected in the table on this page: TVB expects television's billings to increase by 18% next year, exceeding the $12-billion mark, and then to approach $22 billion in 1985 and reach $40 billion in 1990.

TVB's optimism is summed up in the theme it has adopted for this week's meeting: "25 Years ... Only the Beginning." The reasoning behind that confidence, views on a wide range of other subjects bearing on the future and a review of highlights of TVB's first 25 years—which like television's have had their ups and downs—are wrapped up in this special report.

TVB PRESIDENT ROGER RICE

"Television is still the best buy"

What are your billing projections for this year, for the next five years and as far ahead as you want to go?

We feel very strongly that 1980 is going to be an extremely strong year, just like all presidential years and all Olympic years. It tightens up the inventory and utilizes dayparts and different times of the year that are not normally used. Not all of it falls in the second and fourth quarters because the Olympics are in February and July, and the primaries start in January and extend into the third quarter, with the conventions in the third quarter. So the reason the year comes out so strong is that every month is being utilized more.

We have said that spot will be up 17% next year and that local will be up 24%—which we think looks pretty good. This year, spot will end up 12% plus. Going into the year, we said it would be up 8%, so it's up 50% better than any of us anticipated. We said local would be up 12%, and it's going to be up 17% to 20%. So we hope we can be just as wrong next year in the same direction. We think the 17% and 24% are pretty consistent.

Is television more or less recession—maybe not proof—but recession resistant?

That's right, absolutely, because advertisers are fighting so much for their share for their brand. Television has become the basic medium for everything but the retailer, and we're making great progress on that.

What's the five-year outlook?

In 1985, we see that television will hit $21 billion. In 1974, the industry, coming out of the McKinsey & Co. report, had set a goal of $8 billion for 1980. We just changed that to $12.1 billion by next year, so we will be 50% better than the goal assigned by the industry. By 1985, we see network hitting $8.2 billion, we see spot hitting $5.7 billion and we see local hitting $7.7 billion.

Now an interesting thing is going to happen . . . it will come some time during 1980, probably about August: Local will exceed spot in total dollars. In 1979, spot is 28.4% of total television dollars, local is 27.8%. In 1980, spot will go to 28.1% and local will go to 29.3%.

What accounts for this?

More and more local advertisers using television, plus the fact that the structure of the station sales department has changed drastically. Up until a couple of years ago, individual stations usually had their sales management and three local salesmen. Today, television stations have seven, eight—up to 13 local salesmen. As the billing has grown, they've added more salespeople rather than cut commissions.

You have some 1990 projections?

The 1990 projections are that we will hit $40 billion. That will be $14.5 billion for network, $10 billion for spot and $15.5 billion for local.

Where are all these gains coming from? What part is rate increases, what part is new advertisers?

The majority of it is new advertisers—more advertisers. For instance, stations used to have to rely on what the big corporates did in national spot. Now, local advertisers have been sold on television, and if one department store in a city goes on television, others follow. If one fast foods goes on, all the other fast foods have to follow or they lose market share. Television is so powerful and so effective that the competition has to be on television. So it multiplies—every time a new category in a city goes on, the others in that category have to go on or they lose market share. There are that many more local advertisers than there are national advertisers.

Generally, your projections have tended to be conservative, haven't they?

Yes, they have, and it hurt us going into 1976. In 1976, we said we anticipated local being up 12% and spot being up 10%. At the end of the first quarter—that was the last presidential year—advertisers started to scream, "We don't have the budget for it; we think television is increasing so fast we've got to look at alternative media." So we felt we ought to be more realistic. We think that's justifiable, and it may be slightly conservative now, but I think it's only fair for the advertisers to know so they can budget for next year.

How much have rates increased?

They have varied by market. Some markets, rates are up considerably, some are up very slightly. It gets back to the demand and the market. Some markets have a higher demand, and those demand markets are like the commodity market. The demand markets have increased faster than the nondemand markets. It's sometimes by area, sometimes by size of market.

But because of spot and regional, many advertisers have started off in one market, then go to a second market and now are buying in a region or buying 15 markets. A business that starts out with one outlet or one market has prospered using television and now is multimarket. It's gone from a local account into a national spot account. Because of that, we find it used to be the top-10 markets, the top-20 markets, the top-30 markets did extremely well

Broadcasting At Large

in national spot. We now are finding that because of this phenomenon in the regional accounts—the strength of regional accounts, plus national spot not putting extra weight in the top markets—that market lists are growing longer, they're more selective. We find that the stations beyond the top-50 markets have increased tremendously in national spot, where before it was a kind of a pattern.

One of the things that TVB has been pushing very hard is getting advertisers to put their money and advertising weight where the advertiser needs it most. Many times, they'll find that in the 86th market, they're doing a tremendous share, or that's a development market they want to go into. They may lay down a base of network, but they're adding these markets. It's been a great boon to all size markets.

According to our time sales survey, first quarter '79, local was up 18%, spot was up 8%, network comp up 6%, total time sales up 11%. We break it down by market, dollar volume on the station. Here are 63 stations reporting to the FCC with $12 million-plus. Fifty-two of those 63 reported in this sample. Let's take a look at spot. Those stations doing less than $2 million were up 28%. By regions: South Atlantic is doing best in local. West Coast was next. Then East Coast. Then South Central and North Central. We do it by number of stations in a market, and we do it by market rank. Let's take a look at market rank. Let's take spot. Spot in the top-10 markets was up only 7%. Traditionally, they used to get the bulk of the spot. In markets 11 to 25 it was up 11%, and 101-plus it was up 11%. So spot is going much deeper than it ever has before.

Let's take a look at the second quarter. Same kind of thing. Take it by market rank: 100 plus, 18%; top-10 markets up only 9%; 11-25 up 14%; 26-50 up 13%. All of those better than the top-10 markets.

What is your budget now?

I'll give you a comparison. $1.3 million in 1974 when I came here Nov. 1. We will be almost $4.2 million next year. The money comes because we have increased our membership—we now have 550 members; we added 73 this year—and increased our support of the industry.

Five years ago, TVB made newspapers the number-one target. How well have you succeeded in getting money away from them?

We have done very well in getting money away from them. Those were the goals given, coming out of the McKinsey study on the direction I was to take and that TVB was to take, and I can tell you that TVB, with a very active board, has followed those goals.

Categories were also set as a priority for us. Passenger cars: In '74, they were $95.2 million. In '78, they were $193 million, up 104%. So that has really paid off, working on that category. We've got a very active vice president in Detroit in Dick O'Donnell, who works very hard for the industry and has done a magnificent job. Auto dealers, this is on the local side, have gone up 158%, far better than that 44.2%, which is straight inflation. Apparel and clothing went from $72 million to $96 million—it's gone up 33%. Airlines were one of our targets, it's gone up 40%. Department stores have gone up 100%. Food stores have gone up 75% and that's in spite of the serious problems that your big supermarket chains are having. A&P has closed over a third of their stores and others have had serious problems. The competition is tremendous and they work on a very small margin. Drug chains up 170%. Home improvement category up 126%. So $1.5 billion was what we have from these target categories in '74, and in 1978 we got $2.5 billion, up 65% on those target categories that were assigned to us.

Are they still your main targets?

No, we've broadened out. They are still our targets, but we have many more targets. For instance, on spot. The National Sales Advisory Committee has a sales target committee made up of rep principals. That committee meets once a month. They go over our sales reports on our national sales calls. They assign targets. We review the targets. We fine-tune them—decide "let's eliminate that one, we made progress on that, here's a new one to go after"—so that TVB is an effective arm of the business. We've also gone from nine salesmen to 17 salesmen in that five-year period. We had four offices in 1974—New York, Chicago, Detroit and Los Angeles. We've added Dallas and Atlanta. This year, because the year had progressed so well, I went back to the board and told them that we are a nonprofit organization, we're running way ahead on revenue. We added three new sales people that weren't even budgeted for this year. As we're growing, we're turning this back into services for the industry, for our members. More videotapes, more sales people, more sales calls. And that's why we're growing.

Five years ago, you pointed out there were some areas where you were pretty well sold out, some dayparts. Are there still dayparts where you can expand?

There are during certain times of the year. We're still in a peak-and-valley business and as long as it's a peak-and-valley business, there's going to be open inventory at certain times of the year. You can't get enough inventory in second and fourth quarter, and you've got too much inventory in first and third quarter. That is why television is like the commodity market. When you have the early news or the late news, or you've got your early fringe open, an advertiser can make tremendous buys. But if it's tight, it's going to cost him more money.

What are you doing to level that out?

We started a year ago with "Jump into January." January is the time when viewing is highest and since it's got an open inventory, the rates are more reasonable. So we have a campaign that we worked with the reps to get advertisers to start their schedules earlier. They can get more bang for the buck. They can make better buys, get more efficient advertising if they buy early. We've sent out "Jump into January" commercials to stations; they're running right now in many markets, and in December they'll be running very heavily.

About five years ago, the TVB board decided to put its priority on local and regional, rather than national. Why?

They did that coming out of the McKinsey report. In 1975, the reps felt that was wrong. We only had nine dues-paying reps. They came in and made a presentation to the board. The board accepted it and said we should be concentrating on both—national and local. And the reps wanted more involvement—they got more involvement—and so we are concentrating on both. In 1974 that was what McKinsey and the TVB Select Committee said—but they said that for an entirely different reason. They said we have limited resources and instead of trying to serve everybody, let's concentrate on local. As you can see, when our budget has gone from $1.3 million to $4.2 million next year, we now have sufficient resources. We've gone from nine sales people to 17 sales people, we're a lot more efficient. We're targeted on specific accounts. So it's not the problem that the board back in those days saw.

Do you foresee any changes in commercial lengths or in the ways advertisers use television?

I really don't. The 30 has been for a considerable time the basic unit. This is nonnetwork. Five years ago, some agencies predicted that the 10-second spot would be the element. Not only hasn't it happened, but we now have Procter & Gamble testing 45 seconds because they feel they need more time for brand awareness. While I'm not pushing the 45—it could present certain inventory problems—I would rather see longer than shorter spots because it's less clutter. I cannot speak for everybody but I think most of the broadcasters feel that way. If you take a look at what's happened to the 10-second spots, there really has been very little change. Ten seconds are only 7.8% of all spots, and 30 seconds are 83.8%. 60 seconds are down to 7.04%.

Going back to those 45 seconds, isn't P&G using them as a combination of 30 and 15?

No they're not. 45's for one product.

Are they buying a minute?

No, what they're buying now on network is two 45's back to back in a 90-second position. They have bought in some markets in spot, but they've always bought two 45's back to back in a 90-second position.

What do the stations think about that?

Some stations will accept it back to back, but will not accept the 45-second single because it presents inventory problems, traffic problems. I think they would rather have longer spots than shorter spots because it's less clutter. Broadcasters are very jealous about having their medium accepted by the viewer. They have a great regard for the viewer.

Are those viewers going to continue watching more and more?

I think there's a limit, but television has gone from an entertainment medium to part of your way of life. When you spend six hours and 23 minutes every day—that's the average—or seven hours in the winter months, you come home every night, and it's a way of life to turn on that set. You do not feel that you've touched base with the world until you've looked at the evening news. You do not feel that your night is complete unless you've watched prime-time television. Most Americans cannot go to bed without at least touching base with the world and looking at the 11 o'clock news or 10 o'clock news. They feel insecure without it. It's almost as much time spent with television as working and they're not going to give up working. They equate the two together. It has become a way of life and not just an entertainment medium.

What about some of the new tech-

nologies? Cable, videodisks, home cassettes?

They are a challenge to the broadcaster in the '80's. If you look at the technology—at the Buck Rogers aspects of the new technologies—it's a potential threat if—if—the software measures up to the hardware. I don't think the software will measure up to the hardware. What can cable put on that is going to compete with the billions of dollars the networks and the stations spend to woo that audience away?

The audience is a fickle audience. It doesn't care whether it comes in on cable or whether it comes in on direct to home or satellite to home. The program is the key. Just as independents have had to compete with networks, the new technologies will have to counterprogram. The way they're talking about countering is by going to more selectivity. More selectivity means going after very narrow, little audiences that will be highly specialized. They will compete more with magazines. Cable will compete more with magazines—if they ever get their act together on the software—than they will the mass medium of television.

Television is the only mass medium left. Radio has had to fractionalize—go after a narrow target. Magazines have had to specialize to survive. Newspapers have had to pull back from the national scene because they couldn't compete with television, and try to do a better job in just the core city. Television is the only mass medium left.

When you see 30% cable penetration, it means that 30% of the homes in America will have cable. Now where did this growth start? Outlying areas that were not able to get a good signal. I would say that in 1985, in the majority of that 30% of the homes, 98% of the viewing will be to the existing network programing over local stations. I've got 32 channels—I'm on Manhattan Cable—and I can get programs in Japanese, Chinese, about three of them in Spanish, two soft-core channels, I can get superstations. But I watch basically the six New York stations. I have Home Box Office. I usually watch maybe two movies a month, but if I watch them it's added on top. I don't think 30% cable is going to make much difference than when they hit 20% because it just means better picture for the existing channels. I had to have cable in my apartment in Manhattan because without it I get too many ghosts.

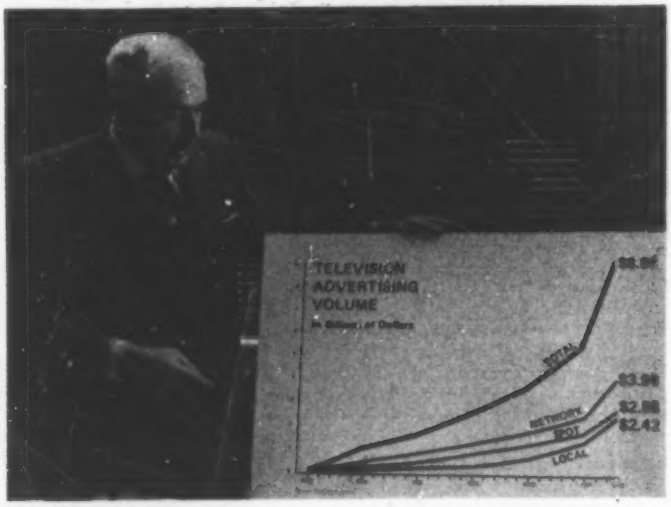
When do you think cable will become a significant carrier of advertising?

When they develop a large enough audience that can justify it.

Can you do it at 30% penetration?

You can do it at 5% penetration if the viewers are watching the particular program. Everybody mixes up cable—30% cable—with 30% viewing to a particular channel, and that's where the whole thing breaks down. When they program a particular program on cable, it's got to have sufficient audience to be measured. Unless it's measured, the advertiser is not going to put money on it. It's only going to be "compliments of a friend"-type dollars.

In 1948, advertisers spent about $2.5 million on television. That's all stations. Now they're spending $12.2 billion next year. Who's to say that all this conglomeration of cable systems and individual cable programs won't grow pretty spectacularly too?



Rice plots the way upward from 1950 to 1978.

It'll grow, but they've got to solve the software problem. You can say 30% cable. No advertiser is impressed that 30% is wired up. At the time my ad runs, what size is the audience? That's all they care about. So it's got to be a program that can compete with existing free systems. That calls for an awful lot of dollars. You've got to counterprogram. The only kind of programs so far are very specialized.

Take a look at the Qube experiment. There is only one thing that has paid for itself. They started off with pay movies where you pay on a per-play basis. They could not make ends meet. They then went to a set-up where if you order it in the morning, they'll leave it connected all day long so the wife could watch it in the morning, kids after school, the family at night. It still didn't pay off. They tried instructional programing—narrow programs for hobbies, etc. They didn't pay off. The only thing that paid off was soft-core pornography.

What's teletext going to do?

It can go both ways. There's concern that while a commercial is on, somebody might switch over to check the ball scores or the weather or how the Dow Jones came out. I think that has been solved because it now can be supered so that you never leave the program. But that's a matter of degree. I think it will be very brief. I don't think it's going to be that much of a concern to the advertiser because it'll be a small percent at any one time, but I think that from the station standpoint, just as FM was the stepchild of AM, and now the stepchild is getting as big or bigger than the parent, it is a by-product and I think the broadcasters are looking at it as another way to get more revenue. I think it's going to grow tremendously in the next five years, and in the next 10 years definitely. It's got great advertiser usage. For instance, an advertiser, say Arrow Shirts, can run spot in 25 markets, then they have on teletext, dial A5 for the dealers in your area. You punch out A5 and here's a list of all the dealers where you can buy the special Arrow Shirt for Father's Day with a tie as an extra gift.

If they punch up A27, they are going to be covering the program that comes on next.

Either covering it or punching it up where it's supered. That doesn't mean they have to punch it up right that minute. They can punch it up when the program's over. A27 is on there 24 hours a day. That dealer list is on there 24 hours day.

There's other systems where they will have the stock market report and sell the lower third or lower quarter to a Paine Webber. There's added revenue. Stations have a limited inventory and this gives additional inventory to sell. Or when you show the weather, you've got a department store on there. Go right down into the dealers.

What about a local supermarket using teletext or whatever comparable system to display his specials for the day?

Absolutely. I also see it as a service to the community where the station that has the teletext will put comparative values down. They will see A27 for the best place to buy chicken and they will show that A&P has 89¢ a pound, that Safeway has it for 87¢ a pound, that Giant Eagle has it for 77¢.

Might not an A&P use the teletext instead of regular TV advertising?

It gives them another option. But the revenue is still going to the television station. It depends which is the more effective.

It's not going to take away from the entertainment viewing or the news viewing or the informational viewing. During the day, if my wife is going to check an airline schedule or wants to check where the best buys are, she would do it in her nonviewing time. I can see a housewife checking it for values, where the sales are on right now. It's a tremendous service to a household, along with advertising.

To what extent do you think that videodisks and home VTR's are going to affect broadcast viewing?

So far they've added to viewing. That may taper off. It's slightly faddish when you first get it. I might say I want to watch this program and I want to tape this program. Later in the evening I want to watch this program. I've got to get

around to looking at the other program I taped. That will be looked at when I've got time. I know an awful lot of friends who tape an awful lot of stuff they never get to see because they're so busy watching, they don't have time to. But when they do watch it, it's watched not at the expense of something else they would watch. They may watch a lesser show. It will not affect the most popular shows.

Blair has been experimenting with delivery of commercials by satellite. Do you think that's going to succeed?

Absolutely. The FCC has deregulated satellite receiving dishes, and that is going to have a marked effect. Eventually stations will be able to buy a dish for $10,000 instead of $40,000 to $100,000. Instead of *Lawrence Welk* or *Hee Haw* or *Hollywood Squares* being sent through the mail and bicycled, they will be put down the line after hours and recorded. But they haven't worked out protection. There are still problems of protecting the people who are using the satellites. I think that the commercial delivery Blair is doing is very imaginative. In the next five years, the majority of stations will have satellite dishes because it's going to be a way of life for program distribution and commercial distribution.

If advertising on cable reached a significant volume, where would you stand?

We have turned down many cable systems that are selling locally that would like to join TVB. We have turned them down because we think they should go through their own trade organization. We represent the broadcaster.

And in conclusion?

Television is still the best buy.

In its first 25 years, the Television Bureau of Advertising has accomplished what it was set up to do, and then some.

But there are those who think it would have fallen short—and perhaps not reached its 25th anniversary as an effective sales-promotion organization—except for a fundamental reorganization that occurred five years ago.

That reorganization made changes in the cast and structure of the TVB professional staff, but no less significantly, in the opinion of people close to the bureau, it changed the outlook and the responsibilities of the board of directors. More accurately, the board changed its own outlook and responsibilities. It took charge.

Marvin L. Shapiro, senior vice president of Westinghouse Broadcasting Co. and current chairman of the TVB board, is one of those who regard the reorganization as the most important event in recent TVB history. Shapiro was chairman of the select study committee that, in conjunction with a study done by the management consulting firm of McKinsey & Co., set the changes in motion.

The committee had been formed in difficult times. A recession, television's loss of cigarette advertising in the early 1970's and a national energy crisis had substantially slowed television's growth, and by the fall of 1973 there was increasing talk that changes should be made in TVB's top management.

Some board members wanted Norman E. (Pete) Cash replaced as president, the office he had held since 1957. Others wanted him retained. In the ensuing back-and-forth, the TVB executive committee went so far as to develop a plan under which Cash would become a consultant and be replaced as president by John Otter, former NBC-TV sales vice president, now senior vice president and director of network programing SSC&B, New York. But when the plan came to a vote, the full board overwhelmingly turned it down.

In that kind of climate, according to one participant, "the whole place began to come apart at the seams," and the select study committee was formed to review the structure, strategy, programs and manpower needs of TVB and to make recommendations. Out of that review came a report in mid-1974, "A Challenge for the Next 20 Years," that set the tone for the future. Approved by the board, it said that, among other things, TVB should clarify its priorities and objectives, strengthen its staffing and structure, develop more targeted programs and get members more involved in TVB affairs.

"The major accomplishment," says Shapiro, "is that it gave the board of directors responsibility for directing the activities of TVB and set up a review system for evaluating the performance of TVB. It put the board in the job of doing the planning and the staff in the job of managing."

Cash was put in the job of vice chairman and given a full-time assignment to develop membership—an assignment in which all hands agree he has been highly successful. A steering committee of the board was created to work with TVB management, management audit and compensation committees were formed and a search committee was named to seek a successor to Cash as president—a search that ended in the fall of 1974 with the election of Roger D. Rice, formerly of Cox Broadcasting, who has just been signed to a second three-year term ("Closed Circuit," Nov. 5).

Shapiro credits Kenneth M. Johnson of KTRK-TV Houston, who was TVB chairman in 1974-75, and Walter E. Bartlett of Avco Broadcasting, now of Multimedia Broadcasting, who was Shapiro's immediate predecessor as chairman, with much of the bureau's success in implementing the select study committee report. He also credits TVB board members and TVB staff, from Rice and Cash on down.

"The board," he says, "is made up of people who would not be comfortable if they weren't active and didn't participate."

The board "runs TVB like a business," setting goals, evaluating performance, rewarding superior work (out of an incentive fund set aside as TVB's counterpart to industry's year-end bonus funds). Board work can be demanding. Any time TVB holds a seminar or regional meeting, for example, a board member volunteers or is assigned to attend, observe and report back to the board, with recommendations if indicated.

TVB's budget has more than tripled since 1974, going from $1.3 million to almost $4.2 million this year. The gain is attributable to increased membership, since, except for built-in cost-of-living adjustments, there has been no change in the rate card. The growing membership, in Shapiro's view, is a tribute both to Pete Cash's work in membership relations and to the work of Roger Rice and the other professional staff members in carrying out the board's mandates.

"TVB upgraded its staff," he says, "hiring good people who are good, not just out of work or between jobs. It organized the communications process to reach members as well as agencies and advertisers, so the members know what is going on. We've put our big thrust on local and regional sales, and we've done it without neglecting national sales. The results are reflected in the size of our membership. TVB is important to them now."

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Oldtimers at TVB's annual meeting in Atlanta this week will be reminded—and younger members will be advised—of highlights in the bureau's history in a TVB anniversary report to be circulated there.

TVB was not the product of one founding organization, but of two. First there was the Television Advertising Bureau (TVAB), created as a stations-only sales organization after a meeting called by the Station Representatives Association and its then-president, John Blair of John Blair & Co., in April 1954. Richard A. Moore of KTTV(TV) Los Angeles, who also had been active in calling the meeting, was elected temporary chairman. The TVAB put on a presentation during the annual convention of the National Association of Radio and Television Broadcasters in May 1954 and more than 100 stations indicated they would support the new sales organization.

Meanwhile, the TV board of the NARTB (now the NAB) had been working on plans to create a television marketing organization open not just to stations but to all elements of the TV industry. A potential intra-TV feud was averted when Clair R. McCollough of the Steinman stations, chairman of the NARTB board, and the TVAB's Chairman Moore and other leaders of the respective groups got together and agreed to merge.

Both sides gave up something in the agreement. TVAB had been planned for stations only but agreed to accept networks in membership. The NARTB had wanted to set up its TV sales arm within the NARTB and later spin it off as an independent organization, as it had done with what is now the Radio Advertising Bureau;

instead, it agreed that the new bureau would be independent from the start.

The new organization was named the Television Bureau of Advertising, abbreviated as TVB, a symbol proposed by BROADCASTING ("Closed Circuit," Aug. 2, 1954). Its first year's budget was to be $400,000.

TVB's initial assignments included the following:

"1. To promote the broader and more effective use of television as an advertising medium at all levels (local, regional, national-spot and network).

"2. To sell present and prospective advertisers (and their agencies) the productive use of television advertising for their particular goods and/or services.

"3. To keep members and their staffs informed of advances in the art of salesmanship and tested and successful television techniques, and to supply promotional support for the application of such knowledge.

"4. To serve as a clearinghouse of information on television advertising, its audience, its economics and the vital force which it exerts in the business life of the American community.

"5. To foster continued progress and development of television as a medium of advertising.

"6. To provide such services and perform such functions as may be necessary and proper to effectuate these purposes and objectives."

The first board of directors had equal representation from NARTB and TVAB, and in September 1954 McCollough of NARTB and Moore of TVAB were elected co-chairmen for the first year. In November, Oliver Treyz, director of the ABC Radio network, was named TVB's first president, effective Dec. 1, and staffing began.

TVB officially opened in January 1955. It had 52 members. By the end of the year, it had 174—stations, station reps and networks. Television was expected to do an $805-million business that year: $610 million in network and national spot, $195 million in local. That seemed promising, but a lot of big advertisers, it was noted, did not use television at all. TVB had its work cut out for it.

Oliver Treyz resigned as president in 1956 to become president of ABC Television. He was succeeded by Pete Cash, TVB's vice president in charge of client relations, who had been one of the bureau's original five staff members.

Stations were brought deeper into the TVB act in 1958 with the formation of the Sales Advisory Committee, consisting of station sales managers from markets of varying size and geographic locations. Annual sales clinics were also launched in 1958—16 of them that year, in different cities. The high mark was reached in 1963, when 101 were held, attended by 2,639 station people.

In 1974 came the TVB reorganization and a redirected approach. Among the new targets specified by the steering committee and approved by the board, as recalled in TVB's anniversary report:

■ TVB's goal for the next five years should be to increase total television advertising investment 77% from 1973's $4.5 billion to $8.0 billion by 1980. [Actually, the $8-billion goal was exceeded in 1978; the current projection for 1980 is $12,015,000,000.]

■ The major TVB efforts should be concentrated in some 15 key areas [including:] comparing media, studying TV's effectiveness, selling spot television, selling local/retail television, policing rating services, selling chain headquarters, preparing sales tools, learning prospects' needs, expanding spot television lists, reporting co-op funds, selling against newspapers and sales training.

■ TVB should target its national spot sales calls on underspent categories.

TVB Chairman Shapiro

■ TVB's prime sales target should be the advertiser budgets in newspapers which represent the greatest dollar potential for television growth.

In a move whose effects would continue to be felt, in 1975 all 23 major TV-station representation firms joined TVB at once. Until then, TVB had had only six station-rep members. Now a National Sales Advisory Committee (NSAC) was set up, consisting of one principal from each rep firm, to select targets and help TVB in selling national and regional spot. A National Sales Executive Committee was also formed, consisting of seven rep-firm members, to set goals, identify research needs and goals and monitor results. And rep-firm representation on the TVB board was increased from two seats to five.

More and more emphasis has been put on sales. The post of executive vice president-sales was created; it is now occupied by Robert Lefko. New offices were opened in Atlanta in 1976 and Dallas in 1977. The sales force has been almost doubled since 1974; it now numbers 17.

TVB's anniversary report also recalls many "firsts" that have occurred in the last five years: "There was a first co-op workshop for dialogue between manufacturers, retailers and broadcasters; a new sales training conference for potential representative salesmen and a first television commercial workshop, first corporate and financial workshops, first co-op television plans book and innovations in presentation.

"The bureau's sales advisory committee role was expanding also, with the establishment of a retail development board to generate better understanding of retailers' needs by stations and by retailers as to how to use television effectively, in addition to accelerated sales training, implemented through Sterling Institute programs. . . .

"On the research front, TVB's Interactive Market Systems (IMS) were launched to provide stations with computer-generated analyses of a current or prospective client's advertising schedule and the net reach, frequency and cost-per-thousand of the proposed television schedule together with the prospect's newspaper and/or radio schedule."

TVB also had a study of the rating services undertaken by Booz, Allen & Hamilton, with an eye to the possibility of setting up a third national TV rating service to compete with Arbitron and Nielsen. The study concluded, however, that establishment of a third service is not feasible now, primarily because of costs. Rather, BA&H suggested that broadcasters set up an industry group to work closely with Arbitron and Nielsen.

In 1977, after advertisers began complaining about high TV costs and threatening to move into alternative media, TVB put together one of its large-scale presentations: "Television: The Sum of the Alternatives," premiered it in 30 cities on the same day, reaching close to 10,500 advertiser guests, and showed it later to others in nearly 100 cities. Two years later its "Television: Your Competitive Medium" was shown to 28,000 retailers in approximately 140 markets on the same day and to thousands of others in later showings.

Along with other sales materials, TVB now provides videotapes of commercials by category, for use in local selling and for ideas on local commercial production. About 100 videotapes have been added each year since the library was started in 1975. This year, a feature tape-of-the-month service was introduced.

TVB has also produced or underwritten the production of on-air spots, such as one promoting the values of using TV advertising in January and a new one, by W. B. Doner & Co., promoting television advertising generally, which will be shown to the TVB meeting this week in Atlanta.

So in its first 25 years, TVB's membership has grown from 52 to 550, its annual budget from $400,000 to over $4 million. And TV advertising volume has grown from $800-plus million to more than $10

billion this year.

So what's in store now? "The opportunities are still unlimited," TVB's anniversary report concludes in a look at "The Next Quarter-Century." It sees particular potential in local advertising, noting that local TV in 1977 overtook newspaper volume in all areas where they compete head-to-head (all but classified, liquor and cigarette advertising). "By 1986," TVB says, "we anticipate television will become the leading local advertising medium in all respects."

It acknowledges that new technologies will bring changes—some, at least, to television's advantage. "The next quarter-century," TVB's report holds, "unquestionably will materially broaden the impact of television. Its powers are simply too all-encompassing for anything otherwise to occur."

TVB looks back and ahead at convention in Atlanta

With record number registered, group's 25th gathering features workshops on what's in store for advertising in the 1980's

Advance registrations for the Television Bureau of Advertising's 25th annual meeting in Atlanta this week hit 654 by the middle of last week, surpassing the previous record of 568, set in 1978, by 15%. All told, TVB expects more than 700 people, including guests, to attend the meeting being held in Atlanta's Omni International hotel on Nov. 12, 13 and 14. Matching that futuristic setting, the theme of this year's gathering is "25 years: only the beginning," with workshops and speeches addressing issues of concern to broadcasters facing the coming decade.

Monday's light schedule will give participants a chance to recover from their jet lag and also see something of the city hosting the silver anniversary gathering; the only official event is the 7 p.m. welcoming buffet and reception. Things get down to business after breakfast early Tuesday morning, however. Attendees will receive a formal welcome at 9 a.m. in the Omni's International ballroom from WAGA-TV Atlanta's Paul Raymon and the city's mayor, Maynard Jackson. TVB's chairman, Marvin L. Shapiro of Westinghouse Broadcasting, will then present the Chairman's Report, titled "How far we have come." "Right now . . in 1979" is the subject of TVB President Roger D. Rice's address, which will be followed with a talk by featured speaker Richard Thorsen of Chicago's Commonwealth Edison.

Other speakers at the morning session will be Robert E. Rice of WRAU-TV Peoria, Ill., who will discuss "The future . . . in the 80's;" and Jack Trout of Trout & Ries, examining "Positioning and marketing warfare in the 80's." TVB's national sales advisory and sales advisory committees will also present reports to the ballroom crowd that morning, and the pre-luncheon schedule will conclude with the nomination and election of new board members (results to be announced at lunch).

The meeting will expand into the north and east foyers adjoining the ballroom for the 12:15 p.m. reception and luncheon, at which J. Christopher Burns of The Washington Post Co. will address "What changes the 80's hold for television advertising."

Two workshop sessions are planned for that afternoon, one running from 2:30 to 3:30, the other from 3:30 to 4:30. Workshops A, B and C are to be presented during the first hour; D, E and F during the second. With the same division for the two workshop sessions Wednesday morning, those at the meeting will be able to catch four out of the total of six workshops. Wednesday's workshops will run from 9:30 a.m. to 10:30 a.m. and from 10:45 a.m. to 11:45 a.m. Individual workshops will be held at the same location on both days.

Workshop A, hosted by William E. Wuerch of WPRI-TV Providence, R.I., is titled "New sales through local commercial production." Panel members for this discussion, to be held in Glenmar Rooms A & B, are Richard Weiner of KGMB-TV Honolulu; Douglas A. Smith of WFBC-TV Greenville, S.C.; and Patricia Shoemaker of KSL-TV Salt Lake City.

The Omni's Swanton Room will be the scene of workshop B, "The legal side of political broadcasting plus controversial issue selling." Allbritton Communications Co.'s Thomas B. Cookerly is to host a panel composed of Victor Ferrall of the Washington firm of Crowell & Moring; Thomas Dougherty of Metromedia and Paul Wischmeyer of KRON-TV San Francisco.

"Sales training and new programs from TVB" will be workshop C, in the Knollwood Rooms A & B. Philip R. Beuth from WKBW-TV Buffalo will host this presentation; Martin Ozer of Metromedia, Phil Faris of the Sterling Institute, Keith Bronitt of The Forum Corp. and Daniel V. Swartz of Halebrook Corp. are panelists.

It's back to the Glenmar Rooms for workshop D, "Selling with vendor tapes." Robert E. Rice will be the host. On the panel are Jay Sondheim, KTVU(TV) San Francisco; Sherman C. Wildman, CBS; Albert V. Aguiar, Macy's, San Francisco, and O.J. Reiss, also of KTVU.

Workshop E will meet in the Swanton Room, hosted by Multimedia Broadcasting Co.'s Walter E. Bartlett. The topic "Saleable programming in the 80's and where is it to come from" will be discussed by William Andrews of Viacom, William Hillier of Hillier Productions, and A. R. Van Cantfort of WSB-TV Atlanta.

The sixth workshop, F, "Management's role in co-op as a new business source," meets in the Knollwood Rooms, with John Conomikes of WTAE-TV Pittsburgh as host. Panel members are Jack Shenkan, also of WTAE-TV; WDBJ-TV Roanoke, Va.'s Charles McKeever and Wheeler Rudd from WAVE-TV Louisville, Ky.

Following the workshops, there will be a 4:30 p.m. meeting of the new board of directors in the Thornton Room, and the day closes with a reception, buffet and entertainment in the International Ballroom from 7 p.m. to 10 p.m.

The last day will start at 8 a.m. with separate breakfast meetings featuring eight TVB territory specialists, and continue with the repeat of the workshop sessions.

This 25th annual meeting will close with a noon reception and luncheon in the Rutherford Room and the International ballroom. Participants will be treated to a premiere of TVB's new presentation "Television: the persuasive medium," and encouraged to attend the 26th meeting, to be held in Las Vegas.

■ Master Cable TV Sys. for Mercer Island, and Seattle, both Washington (WA0110, 2) add signal.

■ Community Telecable of Bellevue Inc. for Bellevue, Wash. (WA0148, 076) add signal.

■ Vista Television Cable Inc. for Redmond, and Bothell, both Washington (WA0151, 49) add signal.

■ Master Cable TV Sys. for Lake Forest Park, Wash. (WA0160) add signal.

■ Vista Television Cable Inc. for King, Wash. (WA0150) add signal.

■ Community Telecable of Bellevue Inc. for King, Wash. (WA0118) add signal.

■ Master Cable TV Sys. for King, Wash. (WA0111) add signal.

■ Fairfield Cablevision Associates for Lancaster, Ohio (OH0269) add signal.

■ Bentonville Cable TV for Bentonville, Ark. (AR0054) add signal.

■ Magnolia Cable TV for Magnolia, Ark. (AR0057) add signal.

■ Valley Cable Corp. for Stoddard, Wis. (WI0201) new system.

■ Continental Cablevision of Morton Grove Inc. for Morton, Ill. (IL0326).

■ Cable Associates Inc. for Strasburg, Pa. (PA1820) new system.

■ Teleprompter Corp. for Ironwood, Bessemer, Erwin, and Wakefield, all Michigan (MI0282, 1, 111, 026, 30) add signal.

■ Teleprompter Corp. for Hurley, and Montreal, both Wisconsin (WI0080, 68) add signal.

■ American Heritage Cablevision Inc. for Council Bluffs, Iowa (IA0092) add signal.

■ Scott Cable TV for Scott, La. (LA0118) add signal.

■ Broussard Cable TV for Broussard, La. (LA0017) add signal.

■ Telecable Associates Inc. for Breaux Bridge, La. (LA0097) add signal.

■ Lafayette Cable TV for Lafayette, La. (LA0033, 93) add signal.

■ Crowley Cable TV for Crowley, and Bayne, both Louisiana (LA0047, 5) add signal.

■ Abbeville Cable TV for Abbeville, La. (LA0046, 101) add signal.

■ Kaplan Cable TV for Kaplan, La. (LA0017, 114) add signal.

■ Teleprompter of Greenwood Inc. for Greenwood, S.C. (SC0024, 49) add signal.

■ Community Telecable of Georgia Inc. for Manchester, Ga. (GA0099) add signal.

■ Doniphan County Cable TV Inc. for Troy, Kan. (KS0199) new system.

■ Rockland Cablesystems for Haverstraw, West Haverstraw, and Stony Point, all New York (NY0286, 7, 91, 0) add signal.

■ Abingdon Cablesyst. for Abingdon, and Washington, both Virginia (VA0026, 117) add signal.

■ Saltville Cablesystems for Saltville and Smyth both Virginia (VA0028, 118) add signal.

■ Galax Cablesystems for Galax, Va. (VA0027) add signal.

■ Marshall County Cablesystem for Cameron, and Glendale, both West Virginia (WV0130, 1) add signal.

■ Stigler Cable TV Co. for Stigler, Okla. (OK0060) add signal.

■ Peekskill Cablesystems for Peekskill, and Buchanan, both New York (NY0284, 1) add signal.

■ Cablevision Co. for Trussville, and Jefferson, both Alabama (AL0184, 5) new system.

■ Cablevision Co. for Alabaster, Pelham, Shelby, Fultondale, Gardendale, and Jefferson, all Alabama (AL01778, 9, 80, 1, 2) add signal.

■ Southeast Cablevision Inc. for Pahokee, Palm Beach, Belle Glade, and South Bay, all Florida (FL0128, 355, 184, 320) add signal.

■ Spring Video Inc. for Spring, Tex. (TX0573) add signal.

■ Rock Valley Cablevision Ltd. for Oregon, Polo, Mount Morris, Byron, Forreston, and Stillman Valley, all Illinois (IL0234, 8, 5, 6, 9, 7) add signal.

■ Com-West Inc. for Faribault, Minn. (MN0016) add signal.

■ Macon Cablevision Inc. for Macon, Mo. (MO0137) add signal.

■ Catawba Services Inc. for Rock Hill, S.C. (SC0013) add signal.

■ Palmetto Cable TV Inc. for Fort Mill, S.C. (SC0020) add signal.

■ Catawba Services Inc. for York, S.C. (SC0122) add signal.

■ Teleprompter Corp. for Preston, W. Va. (WV0608) new system.

■ Teleprompter of Mohawk Valley Inc. for West Winfield, and Bridgewater, both New York (NY0162, 296) new system.

■ Cable Systems Inc. for Lakin, Kan. (KS0201) new system.

■ Mandan Cable TV Division for Bismarck, and Mandan, both North Dakota (ND0006, 5) add signal.

■ Hugoton Cablevision Inc. for Hugoton, Kan. (KS0053) new system.

■ Cable TV of Tahoe Inc. for Tahoe City, Calif. (CA0703) new system.

■ Teleprompter Corp. for Pence, Wis. (WI0132) add signal.

■ Valley Video Systems Inc. for Peterson, Minn. (MN0177) new system.

■ Peekskill Cablesystems for Cortlandt, N.Y. (NY0771) new system.

■ Horton Cable Inc. for Horton, Kan. (KS0202) new system.

■ TV Service Inc. for Knott, Ky. (KY0215) new system.

■ Alexandria Cablevision Co. for Alexandria, Va. (VA0220) new system.

■ Continental Cablevision of Ohio Inc. for Elyria, Ohio (OH0693) new system.

■ United Cable Television Corp. for Ada, and Canyon, Idaho (ID0097, 8) new system.

■ Halifax Cable TV Inc. for Ponce Inlet, Fla. (FL0219) add signal.

■ Dotson TV Cable Inc. for Mohawk, and Ranther, both West Virginia (WV0606, 7) new system.

■ Viacom Cablevision for Keizer, Ore. (OR0227) new system.

■ Cable Installation Contractors et. al. for Tatum, N.M. (NM0084) new system.

■ Signal Inc. for West Bend, Iowa (IA0058) new system.

■ General Electric Cablevision Corp. for East Grand Rapids, Mich. (MI0336) add signal.

■ Platte County Communication Co. for Weston, Lake Waukomis, Weatherby Lake, and Platte, all Missouri (MO0115, 20, 36, 074) add signal.

■ Clay County Communications Co. for Gladstone, Mo. (MO00146) add signal.

■ Halifax Cable TV Inc. for Daytona Beach, Port Orange, South Daytona Beach, Daytona Beach Shores, and District Five, all Florida (FL0057, 60, 1, 56, 220) add signal.

■ Nation Wide Cablevision Inc. for San Carlos, Belmont, and Bedwood City, all California (CA0207, 007, 205) add signal.

■ Peninsula Cable TV Corp of Menlo Park for Redwood City, Calif. (CA0573) add signal.

■ Noble Cable TV Inc. for Ligonier, Ind. (IN0158) add signal.

■ Platte County Communications Co. for Fort Leaven, Kan. (KS0198) new system.

■ Oberlin CATV Inc. for Oberlin, Kan. (KS0047) add signal.

■ Platte County Communication Co. for Parkville, and Platte Woods, both Missouri (MO0126, 41) add signal.

■ Cablecom of Lufkin for Lufkin, Tex. (TX0182) add signal.

■ Suburban Cablevision Inc. for Fanwood, N.J. (NJ0369) new system.

■ Boardman Community TV Inc. for Boardam, Ore. (OR0225) new system.

■ Cross Country Cable III et. al. for South Amboy, and Matawan, both New Jersey (NJ0370, 1) new system.

Complaints

■ Total of 2,717 complaints were received from public by FCC Broadcast Bureau in Sept., increase of 776 over Aug. Other comments and inquiries for Sept. totaled 2,126, increase of 668 over previous month. Broadcast Bureau sent 926 letters in response to comments, inquiries and complaints. Ann. Nov. 1.

Other

■ FCC has corrected and revised both its technical standards and technical operating procedures in broadcast rules. Revisions were based on comments, questions and experience of both station licensees and FCC staff in using rules. Several of separate rules for AM, FM and TV, each covering same basic subject and requirement, were amended and single common rule applicable to all services is substituted. This not only shortens "Quantity" of broadcast rules, but also facilitates use and understanding of rule by licensees operating more than one broadcast service. Action Sept. 27.

Summary of broadcasting

FCC tabulations as of August 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4521	5	21	4547	86	4633
Commercial FM	3109	2	52	3163	142	3305
Educational FM	983	0	31	1014	76	1090
Total Radio	8613	7	104	8724	304	9028
Commercial TV						
VHF	514	1	2	517	8	525
UHF	218	0	2	220	60	280
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	158	7	165
Total TV	982	4	14	1000	80	1080
FM Translators	273	0	0	273	117	390
TV Translators						
UHF	1186	0	0	1186	383	1549
VHF	2432	0	0	2432	219	2651

*Special temporary authorization

**Includes off-air licenses